

Conducting Marketing Research

Chapter 29





Sec. 29.1 – The Marketing Research Process

What you'll learn

- The steps in conducting marketing research
- The difference between primary and secondary data
- The various methods used to collect primary and secondary data



The Marketing Research Process

- Step 1: Define the Problem
- Step 2: Obtaining Data
- Step 3: Analyzing the Data
- Step 4: Recommending Solutions to the Problem
- Step 5: Applying the Results



The Marketing Research Process

- **Step 1: Define the Problem** – are customers satisfied? Are prices competitive? Are promotion activities effective?
- **Step 2: Obtaining Data**
 - **Primary Data** – obtained for the first time and used specifically for the particular problem or issue being studied.
 - **Secondary Data** – has already been completed for some purpose other than the current study.




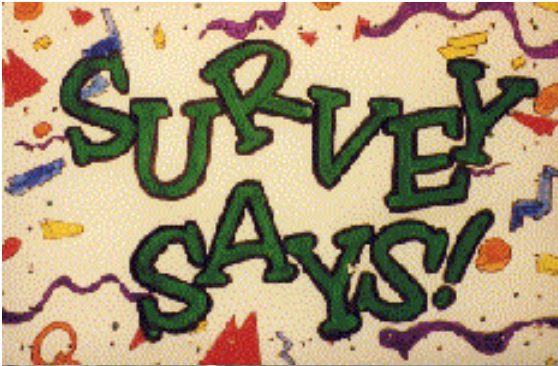
How Secondary Data Are Obtained

U.S. Census Bureau

Check out all of the information you can get at the U.S. Census Bureau's web site by clicking above.

- Internet Sources
- U.S. Government Sources
 - U.S. Census Bureau, SBA, Statistical Abstract of the U.S.
- Specialized Research Companies
- Business and Trade Publications

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- Advantages of Secondary Data – easy to obtain. Saves time and money.
 - Disadvantages of Secondary Data – existing data may not be suitable or available. Sometimes it is inaccurate.



How Primary Data Are Obtained

- Survey Method – information is gathered through the use of surveys or questionnaires
 - Sample – part of the target population that is assumed to represent the entire population
 - The **bigger** the sample size of people surveyed the more reliable the results.



Technological Survey Methods

- Online surveys
- Focus group chat sessions on the Internet
- Fax broadcasting
- Automated dialers
- Digital surveys using a prerecorded voice



Types of Surveys

- Personal Interview –
questioning face-to-
face
 - People are more
willing to respond in
person.

Types of Surveys

- Mall Intercept Interview – conducted in a central location.



Types of Surveys

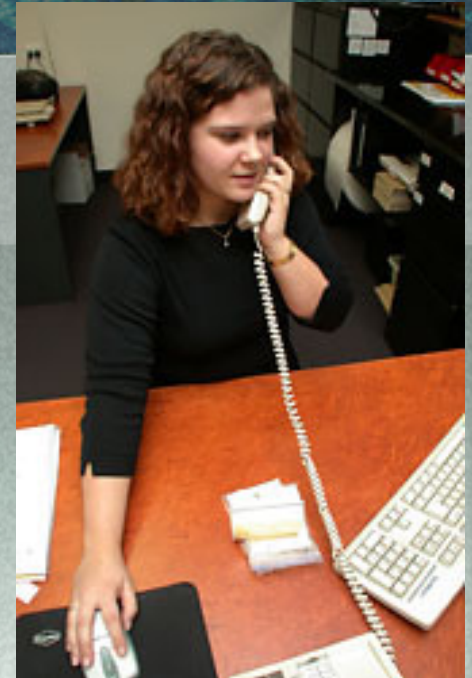
- Focus Group Interview – A group of 6 to 12 people who are brought together by researchers to discuss a particular situation or reactions to a product.



Kristen Sanders (seated, center) conducts the focus group while other members of the team shoot video and look on.

Types of Surveys

- Telephone Interview
 - This type of survey has the greatest potential for causing resentment on the part of those surveyed.
- Mail Survey



Observation Method



- Actions of people are watched either by cameras or observers
- Mystery shopping
- It cannot measure attitudes or motivations

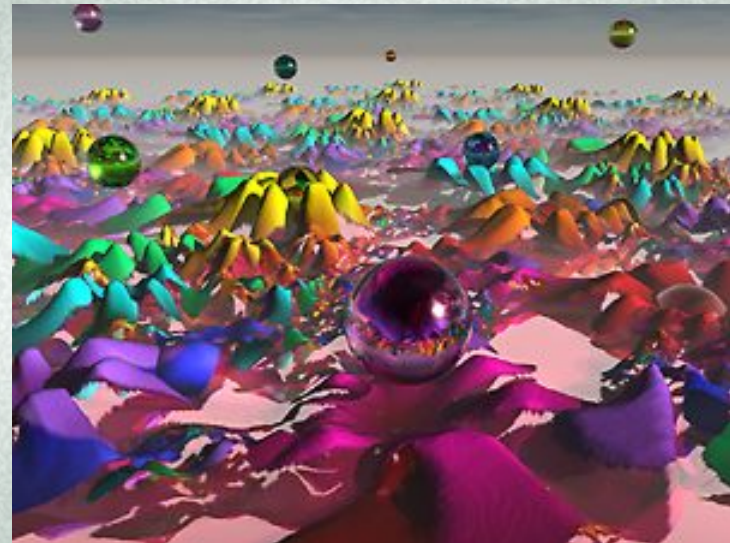


Point-of-Sale Research

- Combines natural observation with personal interviews to get people to explain their buying behavior
- Researcher watches the sale, then approaches the selected shoppers and ask them questions

The Experimental Method

- Researcher observes the results of changing one or more marketing variables while keeping certain other variable constant.



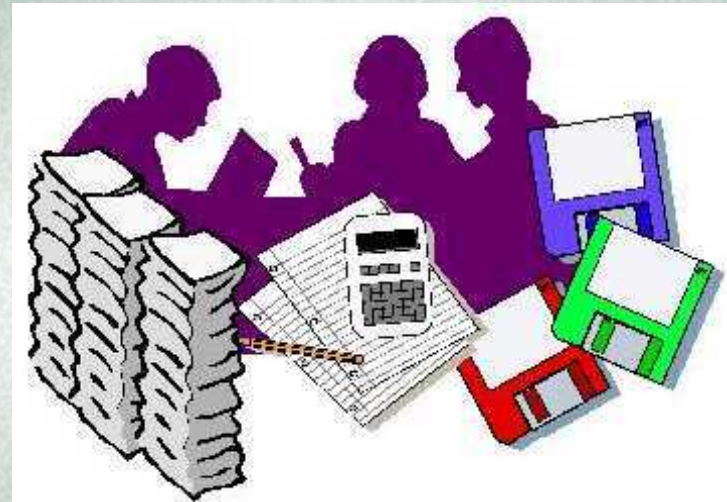
The background of the slide is a complex, abstract composition. A large, light-colored semi-circle is positioned on the left side, partially overlapping a dark green rectangular area. The background is filled with various patterns, including a grid of squares in shades of green and blue, a circular pattern in the top left corner, and a horizontal band of yellow and orange. The overall aesthetic is modern and technical.

The Marketing Research Process

Continued

Step 3: Analyzing the Data

- Data Analysis – the process of compiling, analyzing, and interpreting the results of primary and secondary data collection





Data Mining

- A computer process that uses statistical methods to extract new information from large amounts of data.
- A database may contain subtle relationships or patterns that only a mathematical search process can identify.

Step 4: Recommending Solutions to the Problem

- Successful research results in information that helps businesses make decisions on how to solve a problem



Step 5: Applying the Results

- Managers use the research report to help make decisions.
- Monitor the results
- An ongoing process

